



Bringing  
Focus  
to the  
Issues

**Research Atlanta, Inc.**

Georgia State University

**Andrew Young School of Policy Studies**



# Individual Philanthropy Patterns in Metro Atlanta



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# **Individual Philanthropy Patterns in Metro Atlanta**

By

David M. Van Slyke, Ph.D.

Arthur C. Brooks, Ph.D.

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In July 1992, the Georgia State University Policy Research Center agreed to assist Research Atlanta in selecting and preparing its reports. The Board of Directors of Research Atlanta sets the research agenda while the Andrew Young School of Policy Studies facilitates the research and prepares the reports. The reports are reviewed and approved by Research Atlanta before their release. The objective is to produce concise, well-documented reports analyzing local public policy problems and issues and advancing practical, cost-effective options for addressing them.

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## **EXECUTIVE SUMMARY**

This report responds to the question of what do Metro-Atlanta nonprofit leaders know about why individuals give to charity. Specifically, there are several questions that are fundamental to this initial study. They include:

- Who is giving?
- What motivates individuals to give?
- How much is being given?
- Where is the giving being directed?

The study is an initial attempt commissioned by The Community Foundation for Greater Atlanta to collect reliable baseline data on individual giving patterns in the Twenty-two County Atlanta region. The information is to be used for understanding the demographic characteristics of givers as well as their perceptions, beliefs, values, and attitudes about charitable giving, volunteering, charitable organizations, and the factors that motivate them to support nonprofit organizations. In addition, the data also provides insight into the types of information that are most useful to individuals when making their giving decisions, and direction about issues the nonprofit sector must address to increase giving and enhance its visibility and legitimacy.

A fifty-three-question interview instrument was administered to a sample of 2545 metro-Atlanta residents using telephone survey technology. The interviews were conducted between May and September 2000 in an effort to capitalize on individual's awareness of their charitable giving during 1999 given the April 15<sup>th</sup> tax deadline. Each interview lasted approximately 13 minutes.

Sixty-four percent of the survey respondents are women, sixty-eight percent are white, sixty-three percent are Protestant, and forty percent are college educated. Several important findings emerge from this survey:

- 81 % of women and 77% of men gave to charity during the past year.
- 50 % of women and 46% of men volunteered during the past year.
- Individuals in the 45-60-age category gave and volunteered more than any other age group.
- Individuals in the \$60-90,000 income category gave a greater percentage of their income and volunteered more than any other income group.
- As education increases so does the propensity to give and volunteer.
- Married individuals give and volunteer more than non-married individuals.
- Republicans give and volunteer more than Democrats and those who did not identify a political affiliation.
- 60 % of all respondents give to religion, followed by social services, youth programs, education, health, environment, and arts and culture organizations. Giving in each of these service areas exceeds national giving trends as reported in studies by the Independent Sector and the AAFRC 'Giving USA' study.

In terms of generosity, Atlantans direct their charitable donations in order of priority to Religion, Social Services, Youth, Education, Health, Environment, and Arts and Cultural organization. A greater percentage of Atlantans give to every charitable category than do respondents nationally, in some cases double that national participation rate.<sup>1</sup> For example, 40% of metro Atlantans gave to social and human service organizations compared to 25% nationally. Individuals give because they want to help the community, they perceive charities to be more efficient than other organizations, they or someone known to them was helped by a charity, they were asked, and out of a sense of duty.

A number of implications for the nonprofit sector are evident in the data. The average income of Atlanta residents was \$65,953. Their average donation to charity was \$1,258. The average rate of giving is 2.6%. This compares to a national individual giving rate of 2 percent, and giving rates of 2.5% in Kansas City and just over 2 percent in California's Silicon Valley. So if we look only at averages, Atlantans appear to be more generous when compared to the nation or comparable areas such as Kansas City or Silicon Valley.

Atlanta's 2.6% giving rate, however, is skewed by the fact that some individuals gave a very high percentage of their income to philanthropic causes. A more accurate representation of individual giving in metro Atlanta is reflected in the medians. As a group, Atlantans had a median income of \$52,500 and contributed an average of \$300. The median giving rate is 0.8%. There is no similar median currently available for comparative purposes. This study provides more detailed information on the charitable giving patterns of Atlantans by examining the median income and contribution of individuals on a county-by-county basis. The data presented in this report are much more representative of individual philanthropic behavior in greater Atlanta and reflect a level of detailed analysis about giving patterns that are not presented in other regional studies. In conducting this level of analysis nonprofit and community leaders and policymakers have better information from which to make decisions.

Other notable findings are that individuals who contribute a large percent of their income are also those who give larger dollar contributions, and those individuals who are religious are also generous. Substantial confusion exists among respondents about what constitutes the nonprofit sector, suggesting an opportunity for the Georgia nonprofit sector to increase its visibility in the community. Finally, a significant number of individuals suggested that they would give and volunteer more if religious organizations were to become more involved in the provision of public goods and services.

A number of findings and specific recommendations flow from the study and can be found in the conclusion of the report (the full report can be found at [www.researchatlanta.org](http://www.researchatlanta.org)). These recommendations are intended to serve as the starting point for beginning dialogue between government agencies, private corporations, nonprofit organizations, and the religious sectors for the purpose of increasing giving and volunteering, and partnership opportunities.

This study provides the metro-Atlanta nonprofit sector with reliable and in-depth baseline data on individual charitable giving patterns and behaviors. The data serve as a useful starting point to begin assessing what actions should be taken to raise the nonprofit sector's visibility and legitimacy and increase giving and volunteering levels.

## INTRODUCTION

This report is the first in a series of reports commissioned by the Community Foundation for Greater Atlanta. The intention is to improve understanding about the level of individual philanthropy and participation in the Atlanta region. While individual level charitable giving data exists at the national level, few metropolitan regions have examined the extent of individual philanthropy in their own communities. In order to more fully understand who gives, why they give, where they give to, what would cause them to give more, and what prevents them from giving, survey data was collected from 2545 individuals in the Atlanta MSA region.<sup>2</sup> The data provide a preliminary assessment of where Atlanta stands in terms of individual charitable giving. Are Atlantans more generous than individuals in other parts of the country? Do they give more to certain causes than others? What motivates Atlantans to give? This study provides the foundation for answering these questions and others, concluding with recommendations for local initiatives designed to further strengthen the level of philanthropy in Atlanta.

### Motivation

This report responds to the desire to know more about the level of individual philanthropy and participation in the region. The primary motivation for the study is to have empirical data that shows who is giving, how much they are giving, and where they are directing their charitable donations. In past national surveys Atlanta has been highly ranked relative to other regions of the country in terms of individual philanthropy. However, some community, philanthropic, business leaders, and policy makers have questioned whether the Atlanta charitable ranking is due to the religiosity of the region rather than individuals contributing broadly to a range of charitable causes, such as human services, health, or education.

Atlanta is home to several of the largest philanthropic foundations in the nation, has a developing nonprofit sector, and a growing population. At the same time this growth has been accompanied by urban sprawl and an increasing wealth disparity between the “haves” and “have nots.” The disparity is further emphasized when national and state welfare reform movements are considered in the context of an increasing government dependence on the nonprofit sector for providing a range of former public goods and services. A second reason for the study is to provide local nonprofits and foundations with detailed information about those who give. This includes respondent demographic characteristics and attitudinal data about individual preferences for giving. For example, only 26% of the respondents indicated that they were likely to give based on a telephone solicitation; while 77% stated that they would give if asked by a friend or relative. Nonprofits engaged in fundraising can use the behavioral and attitudinal data in this report as a “best practices” guide for shaping their outreach strategies to prospective donors. This is only one example of the type of data and findings reported in this study.

Before this study, regional nonprofit and philanthropic leaders had few resources available to them profiling individual Georgian charitable giving practices. The existing data was aggregate in nature and derived from the tax returns of those individuals itemizing their deductions. While this is helpful, it does not provide the detail local leaders need when making programmatic and funding decisions in their organizations. Here is what we know about the giving patterns of Georgians prior to this study.

### A Profile of Georgia

- Georgia has approximately 7,750,000 individuals placing it 10<sup>th</sup> in the nation in population.
- Georgia ranks 23<sup>rd</sup> in the nation with personal income per capita (1998) of \$22,201. Nationally personal income per capita is \$23,436.
- Georgia ranks 26<sup>th</sup> in the nation with median household income of \$38,665 while nationally that same figure is \$38,885.
- 13.6% of Georgians live in poverty compared to 12.7% nationally, placing Georgia 17<sup>th</sup> in the nation.
- As a region the Atlanta MSA ranks 9<sup>th</sup> with per capita income of \$28,253, 4<sup>th</sup> in population with 3.63 million individuals, and 2<sup>nd</sup> in population growth since 1990 with a 22 % increase. The region also ranks 2<sup>nd</sup> in level of suburbanization with 89% of its population living in suburbs.
- The charitable deductions of Georgians<sup>3</sup> were 3% as a percentage of estimated total income. This equates to \$4,139 in terms of the average charitable deduction per tax return. This contrasts with national data where the average charitable deduction per tax return is \$1,075 or approximately 2.1% as a percentage of estimated total income.<sup>4</sup>

Therefore, in order to validate Atlanta's national ranking for individual philanthropic generosity and collect data better suited for assisting nonprofit organizations in their decision making, a survey of the Atlanta MSA region was conducted.

## METHODS, DATA, AND HYPOTHESES

### Methods

A 53 question telephone survey instrument was administered to 2545 Georgia residents in the 20 county Atlanta MSA region and residents of Butts and Hall county which are also served by The Community Foundation for Greater Atlanta. The instrument can be found in the appendix of this study. The survey was pre-tested with 30 randomly sampled respondents prior to production interviewing. A sampling weight was used for each county in order to achieve an accurate representation of the households in the Atlanta region. The sampling frame was randomly selected using random digit dialing and a Computer-assisted telephone interviewing (CATI) system. There are several advantages to this method that include:

- Inclusion of individuals with unlisted numbers and those who have recently moved.
- Respondents cannot look ahead to see what questions are coming next thereby allowing a higher quantity of spontaneous, candid verbatim responses.
- The interviewer can clear up questions or misunderstandings.
- A CATI system controls the distribution of the sampling pool, records the data directly into the computer, can be programmed to implement skip patterns or branching, and informs the interviewer when an invalid response has been recorded.

A number of research questions guided the development of the survey instrument given their importance for understanding individual giving habits and motivations, and for developing

profiles of givers as segmented by demographic characteristics. The primary questions are as follows:

### **Research Questions**

- **Who is giving based on demographic characteristics?**
- **What does the average person give as a percent of their income?**
- **What does the most representative person give as a percent of their income?**
- **To which charitable causes are individuals giving?**
- **Why are individuals giving to charities?**
- **What factors would cause individuals to give more?**
- **What barriers exist to giving?**
- **Do individuals perceive charities to be effective relative to government, business, and religious institutions?**
- **Do givers also volunteer?**
- **Who has the primary responsibility for providing public goods and services?**
- **What sources of information do individuals use in making their giving decisions?**

### **Data**

The sample consisted of 100 randomly selected individuals in each of the counties in the sampling frame with an over-sampling in the four largest Atlanta MSA counties (Cobb, Fulton, DeKalb, and Gwinnett). The survey was conducted from May through September 2000, a time period when people are most aware of their giving due to the April 15<sup>th</sup> deadline for federal income tax returns. Two themes are fundamental to the data. The first is a focus on demographic measures and giving behavior, and the second is on achieving a high degree of generalizability and validity. The data were analyzed using Statistical Package for Social Sciences (SPSS) and Microsoft Excel. In addition to the survey data, other sources of information were used in this study. They include:

- National data sources, (e.g., Independent Sector Giving Studies, Giving USA reports, and regional charitable giving studies in Arizona, California, Connecticut, Ohio, Kansas, New Hampshire, Texas, and Wisconsin).
- Metropolitan Statistical Area (MSA), Bureau of Census, & IRS Statistics of Income data.
- Literature review – published articles and monographs on philanthropy and charitable giving. A number of periodical sources, such as the Chronicle of Philanthropy, were used in the survey design and report development.

The list of counties surveyed in this study include:

- |            |         |          |          |          |
|------------|---------|----------|----------|----------|
| • Barrow   | Bartow  | Butts    | Carroll  | Cherokee |
| • Clayton  | Cobb    | Coweta   | DeKalb   | Douglas  |
| • Fayette  | Forsyth | Fulton   | Gwinnett | Hall     |
| • Henry    | Newton  | Paulding | Pickens  | Rockdale |
| • Spalding | Walton  |          |          |          |

There are several limitations to the study methods and data that should be noted. The first is that some respondents may overestimate the extent of their charitable giving and may give socially acceptable answers when speaking to a person on the telephone.

A second limitation is the increasing skepticism of telephone surveys due to numerous telemarketing calls or solicitations. The solicitation issue was a challenge in this study because respondents perceived interest in their opinions about charitable giving to be attached to a solicitation for donations.

Using the pre-test we modified the introduction to emphasize that the call is not a solicitation for donations, but rather only to gather opinions about charitable giving. Individual hang ups, answering machines, and the screening of calls each contributed to a low participation rate of 35%, and a low refusal to conversion rate of 4%.<sup>5</sup>

The lesson from this experience is that only a selective group of Atlantans participated in the study, one that may not be fully representative of all Atlanta MSA residents. This example is affirmed by the fact that only 38% of the respondents answered both the income and amount contributed questions. Some respondents questioned the extent, to which their confidentiality and anonymity would be protected, further weakening the response rate. Individuals had a difficult time separating “charitable” and “opinion,” perceiving the survey to be a request for a donation rather than the question of what motivates them to give. Finally, the data are to be treated as descriptive and associative, not predictive. No case studies are contained in this report given the statistical nature of the research design.

## **Data Analysis**

The following pages present the demographic and economic composition of the survey respondents, and descriptive statistics and frequencies about giving patterns, behaviors, and beliefs.

## DEMOGRAPHICS AND ECONOMICS OF THE ATLANTA MSA REGION

To better assess who is giving we present demographic characteristics of the survey respondents.

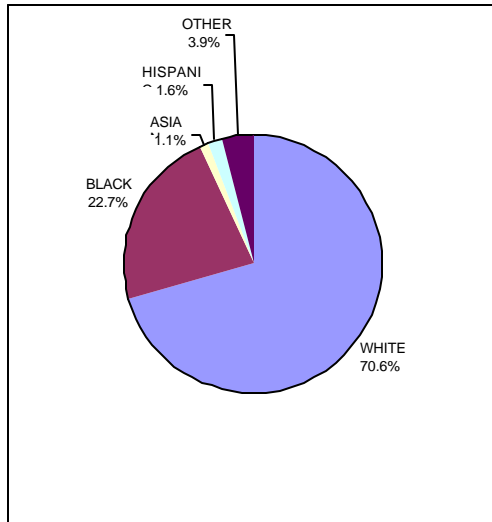


Figure 1

Figure 1 reflects the racial composition among respondents with 71% Caucasian, 23% African-American, 2% Hispanic, 1% Asian, and 4% who did not identify themselves with one of these groups. This is a strong representation of Atlanta given that MSA data shows a 28.6% minority representation.

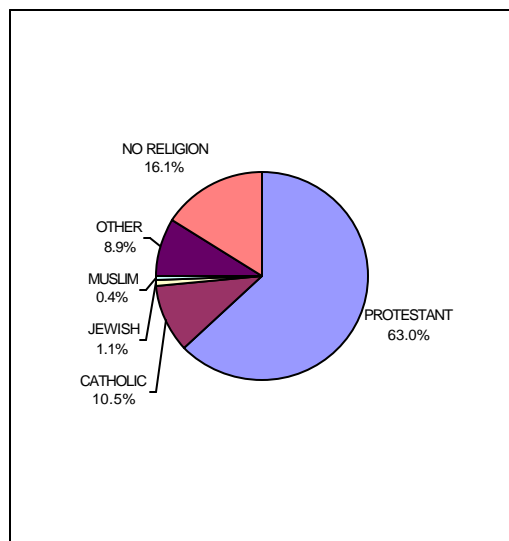


Figure 2

Figure 2 shows that 63% of the respondents identified their religious affiliation to be Protestant, 11% Catholic, 1% Jewish, 9% reported other, and 16% reported no religious affiliation. This is interesting because there is some disagreement about whether congregants of “mega-churches,” identify themselves as Protestant or whether they report “other” because they do not perceive



themselves to fit into the categories provided to the respondents. In analyzing the qualitative responses to “other” many individuals identified their religious affiliation as Christian, yet did not think of themselves as Protestant or Catholic. This appears to be the case especially among Non Denominational, Jehovah Witnesses, Mormons, Pentecostals, Evangelicals, and Charismatic Christians.

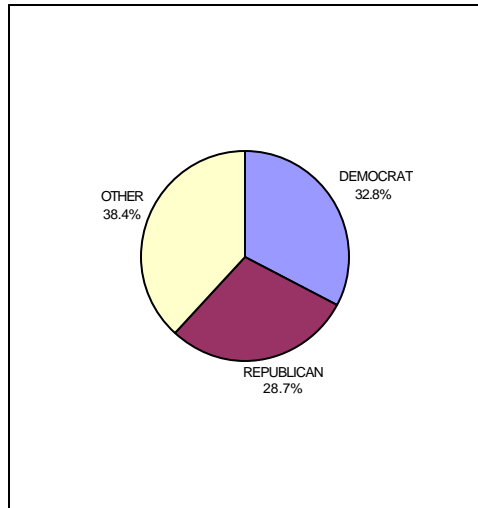


Figure 3

Figure 3 illustrates that 38% of the respondents did not report a political affiliation, while 33% reported Democrat, and 29% Republican. Whether those individuals reporting “other” think of themselves as Independents or as not being engaged in the electoral process is unknown.

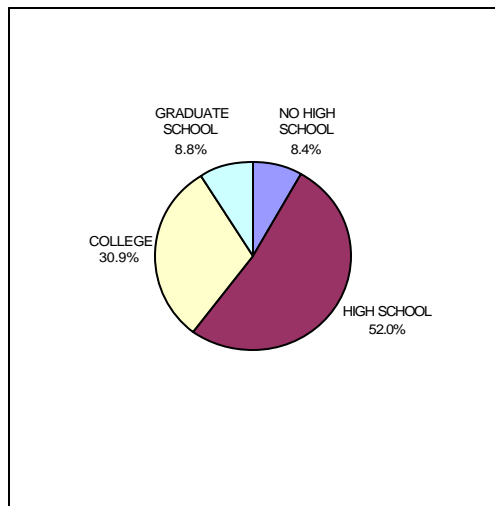


Figure 4

Figure 4 reveals that 60% of the sampled respondents had either a high school diploma or less, while 31% reported a college degree, and 9% a graduate or professional degree.

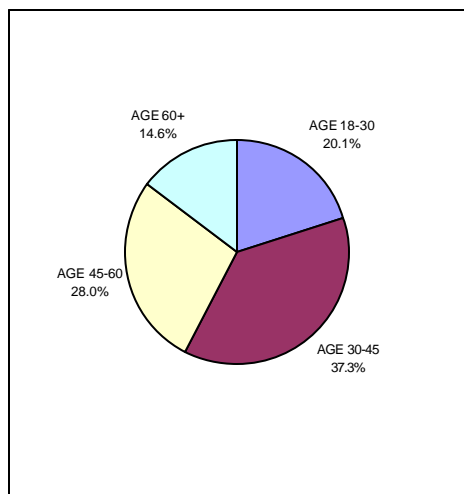


Figure 5

Figure 5 represents the age distribution among survey respondents. More than one third of the respondents are between the ages of thirty and forty-five.

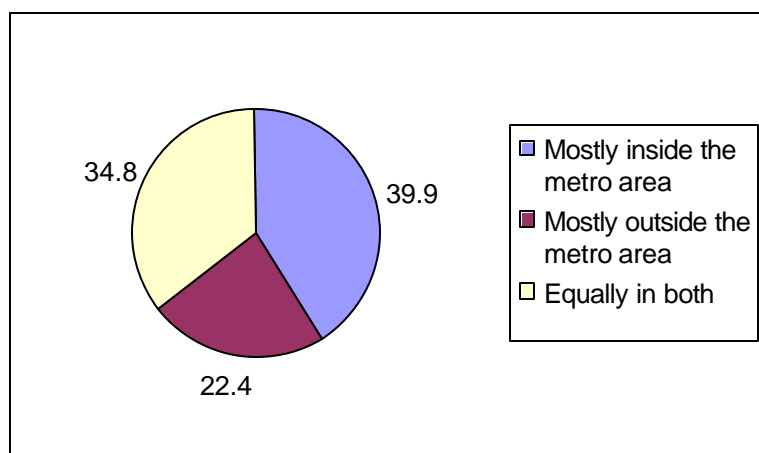


Figure 6

Figure 6 illustrates where Atlantans contribute to organizations with 40 % contributing mostly inside the metro area, 22% contributing mostly outside the metro area, and 35% contributing equally to organizations inside and outside of the Metro Atlanta region.

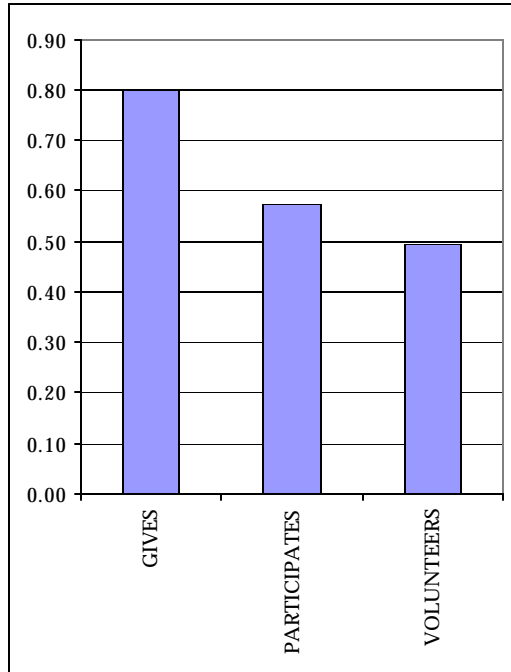


Figure 7

Figure 7 illustrates that 80% of Metro-Atlantans give, 58% participate in some type of nonprofit activity, and 48% volunteer for a charitable cause.

Mean income	\$65,953
Median income	\$52,500
Mean Contribution	\$1,258
Median contribution	\$300
Mean percent of income contributed	2.6%
Median percent of income contributed	0.8%
% OF RESPONDENTS FEMALE	64%

Figure 8

Figure 8 represents the economic characteristics of the study respondents. As noted in the data limitations section, the sample of respondents appears different than the mean Atlanta MSA resident. This may indicate a selective group of respondents willing to participate in this type of study, and an over reporting of income and contributions.<sup>6</sup> The mean contribution represents what the average person gives to charity. The median contribution is the amount given by the most representative person in the sample, with half the respondents giving more and half giving less than this amount.

## FINDINGS ON GIVING

The average income of Atlanta residents was \$65,953. Their average donation to charity was \$1,258. The average rate of giving is 2.6%. This compares to a national individual giving rate of 2 percent, and giving rates of 2.5% in Kansas City and just over 2 percent in California's Silicon Valley. So if we look only at averages, Atlantans appear to be more generous when compared to the nation or comparable areas such as Kansas City or Silicon Valley.

Atlanta's 2.6% giving rate, however, is skewed by the fact that some individuals gave a very high percentage of their income to philanthropic causes. A more accurate representation of individual giving in metro Atlanta is reflected in the medians. As a group, Atlantans had a median income of \$52,500 and contributed an average of \$300. The median giving rate is 0.8%.

This study provides more detailed information about the charitable giving patterns of Atlantans by examining the median income and contribution of individuals on a county-by-county basis. The data presented in this report are much more representative of individual philanthropic behavior in greater Atlanta.

Table 1 presents giving and participation data for all 22 counties. The table provides the average income for each county's residents. The average contribution, mean percent contributed, and median percent contributed are each presented in the table.

The mean percent contributed reflects what percentage of income is contributed on average. This is an important number, telling us what individuals do on average. But the mean percent contribution can be deceptive if there are a few individuals who contribute a very large percentage of their income. In such a case the mean percent contributed does not really reflect what the typical individual does. For example, if three people gave 1% and one person gave 9%, the mean would be 3%, which does not reflect very well what the typical person contributed. (This value is obtained by adding the percentage for all individuals and dividing by the number of individuals.) The median percent contributed is a better indicator of what the typical individual does since half of the individuals give more than the median and half give less. In the above example, the median is 1%.

If we look at Barrow County, we see that the mean percent contributed is 1.8%. The median contribution is 0.5%, i.e., half of one percent, which means that half of the individuals gave more than 0.5% and half gave less than 0.5%. Given that the mean percent contributed is so much larger than the median implies that while most individuals contribute a relatively small percentage of their income, there are some individuals who contribute a very large percentage of their income to charitable causes.

Table 1 also provides data about where residents of each county donate, as well as the percentage of county respondents who volunteer and participate in charitable organizations. This format allows for comparisons across each of the twenty-two counties. For example the percentage of residents giving to charity is greatest in Douglas County, while the number of county residents volunteering their time is highest in Hall County. Coweta County had the highest mean % contributed to charity, but tied for the lowest median % contributed suggesting a few very

generous donors in the county. The highest percentage of county residents giving to religious, education, and health causes is in Fayette County. Respondents in Pickens County give more to arts and culture organizations while residents of Gwinnett give more to social service causes than do respondents in other counties. Forsyth and Walton County residents give more to environmental causes than individuals in other counties, while the residents of Douglas and Spalding County give more to youth organizations than residents in other counties.

The data about giving, voluntarism, and participation segmented by demographic characteristics are presented in table 2. Women give more; yet participate less than men in charitable organizations. Individuals in the 45-60-age category give more and participate in greater frequency than do respondents in the other age categories. Those individuals reporting incomes between \$60-90,000 give, as a percentage of income, and volunteer more than individuals in each of the other income categories. Those making more than \$90,000 direct more of their charitable donations to health and arts organizations than respondents in the other income groups. Married respondents give, volunteer, and participate more than unmarried individuals. Caucasians give more to charity, but blacks volunteer more and participate in union activities in greater numbers than do individuals in the other racial groups. Asians participate more than other racial groups in business or civic organizations, while Hispanics participate the most in social clubs.

The higher a respondent's education level the more likely they are to give, volunteer, and participate in voluntary and charitable organizations. Republicans give and volunteer more than democrats and those individuals indicating no political party affiliation. Democrats participated the most in union activities and ethnic organizations.

Individuals who give to charities donate more of their money to religious organizations than any other charitable cause. In a recent study of individual philanthropy in Silicon Valley only 36% of the respondents directed their donations to religious causes, nearly 24% less than the level of religious donations made by Atlantans. In the 1998 *Giving USA* study, religious giving only accounted for 43.6% of allocated dollars, nearly 16% less than Atlantans. A survey conducted for the Hudson Organization revealed that just under half of the respondents give to religious organizations. Atlantans give more to religious organizations than their southern brethren in Dallas where only 32% of the survey respondents indicated giving to religion. In a study conducted for the California Community Foundation only 38% of the respondents gave to religious organizations, nearly 22% less than in the Metro-Atlanta region. Income proved to be a significant variable in giving to religious organizations with there being a 25% differential between the lowest and highest income categories.

Are metro Atlantans as religious as they are charitable? 48% of the respondents attend church weekly, with 17% attending a religious institution two to three times a month. Fifteen percent of the respondents attend several times a year and 18% attend less often than that. Only 7% of the respondents who gave directed all of their charitable giving to a religious institution or house of worship. 30% of the respondents directed most of their giving to a house of worship, 22% gave about half, 20% gave less than half, and 14% gave none. 33% of those who gave directed a portion of their charitable giving to a religious institution or house of worship that they do not

attend regularly, a finding that has not been examined in other regional and national studies. Several explanations may account for this large number of respondents.

First, Atlanta is home to a number of houses of worship with large congregations. Many of these large religious organizations have teleministries that reach the homebound and other populations. Second, Atlanta is home to a large and rapidly growing number of transplanted families who may continue affiliations with religious institutions in their former communities. Third, there is a segment of the population that not only attends a local church, but also watches and contributes to a teleministry. And fourth, the use of faith-based charities<sup>7</sup> has increased under the charitable choice provision in federal and state welfare reform legislation. Individuals may contribute to these organizations and consider their philanthropic support as having a religious dimension.

In terms of generosity, Atlantans direct their charitable donations in order of priority to Religion, Social Services, Youth, Education, Health, Environment, and Arts and Cultural organization. A greater percentage of Atlantans give to every charitable category than do respondents nationally, in some cases double that national participation rate.<sup>8</sup> For example, 40% of metro Atlantans gave to social and human services organizations compared to 25% nationally. However, every survey differs markedly in the number of respondents interviewed, the questions asked, and the period in which they were asked. Yet, on average, a greater number of Atlantans gave more broadly to a range of charitable causes than did their national counterparts.

When Atlantans were asked which institutions are responsible for providing public goods and services, respondents pointed to the following:

	Responding "Yes"
Churches have the primary responsibility	18%
Corporations have the primary responsibility	1%
Governments have the primary responsibility	28%
Nonprofit organizations have the primary responsibility	6%
Other organizations have the primary responsibility	30%
Did not know	13%

This is an interesting finding because nearly one in three respondents identified "other organizations" as having the primary responsibility. Yet, who are these "other organizations?" When the qualitative data are examined for those respondents who selected "other organizations" many respondents identified nonprofit organizations, such as the Red Cross, Boys and Girls Club, American Cancer Society. This is interesting because while there are organizational differences within the 501(C)-tax code, many leaders and participants of nonprofit organizations tend to see charitable and nonprofit as the same. Yet, in the minds of many respondents these two terms are different and denote different organizations and sectors. Additionally, respondents' focused on shared responsibility among the public, nonprofit, and religious sectors for providing public goods and services. Few respondents view corporations as having the primary responsibility in providing programs that help people in need or in addressing community needs.

Atlantans continually cited the role of a "community" in their description of "other organizations." The belief is that communities defined, as charitable organizations, churches, business and government should come together to form partnerships directed at meeting

community needs and societal problems. The notion of a “community” was the single most descriptive term respondents used for “other organizations.”

If “other organizations” are really nonprofit organizations, then this finding is important because of the need to increase the visibility and efforts of nonprofit and charitable organizations in the public arena. Such efforts can begin with improved public relations and marketing efforts on the part of nonprofits, and increased media efforts highlighting the role and activities of philanthropic institutions within the region.

Nonprofit leaders, practitioners, and scholars often assume that people do not give to charitable causes largely because they were not asked. Yet, in the metro Atlanta region only 9% of the respondents indicated that this affected their decision to give. A mere three-percent of the respondents suggested they did not give because of some action by the charity.

	Percent of Respondents answering, “Yes”
Did not give because individual was not asked	9%
Did not give because of something the charity did	3%
Did not give for other reasons	21%
Did not give for personal financial reasons	67%

When respondents were asked “why they give,” 83% stated that they have a desire to help the community and 66% said because of their religious beliefs and sense of moral obligation. Other important reasons for giving are as follows:

	Responded, “Yes”
Gave to help the community	83%
Gave out of a sense of duty	61%
Gave because charities are more efficient than business or government	60%
Gave because organization helped me or someone I know	58%
Gave because asked	34%

Two interesting findings that emerge from this question is the high level of commitment that Atlantans feel in supporting charitable organizations, and their perception that charities are better equipped to handle certain type of programs and services.

Yet, where do Atlantans receive their information about charitable organizations? The following sources suggest some interesting findings.

#### **Sources of information about charitable organizations:**

Requests sent through the mail	28%
Friend or relative	19%
Newspapers and magazines	15%
Television or radio	14%
Religious organization or houses of worship	18%
Phone call requesting a donation	9%

The Internet	4%
Door-to-door solicitation	3%
Financial planner/legal advisor	1%

Given that many charitable organizations seek to better understand their current and potential donors, understanding the varied sources of information is an important element in being able to strategically direct the most appropriate appeal to donors. Yet, knowing where people get their information and the type of appeal they are likely to respond to are different issues. A trend toward developing and building donor relationships is a theme echoed by many foundation, fundraising, and development professionals. This study provides useful data for these professionals and others in terms of a respondent's likelihood to give based on different solicitation techniques. The findings are listed below.

	<b>Likelihood to give based on % Responding Yes</b>
Friend or relative asks you	81%
Receiving information on how your gift was used	62%
Seeing a story on TV or newspaper with an appeal to give	52%
Becoming a member of the organization	42%
Printed materials received by mail	39%
Being able to advance in your career	38%
Receiving discounts from businesses in the community	36%
Appeal by community leader or celebrity	36%
Receiving discounts on goods or services offered by the organization	33%
Telethon	28%
Receiving free goods/gifts from the organization	26%
Being asked at home by someone knocking on your door	24%
Telephone call	23%
A request on organizations web site	19%

In a period in which people are becoming inundated with information and requests for donations by way of mail, telephone, television, radio, email and the internet, and door-to-door solicitations, people are more discriminating in terms of what method of appeal engages their charitable giving spirit. More than 80% of the respondents spoke of giving because a friend or relative had asked them. An organization acknowledging how your donation was used is a prerequisite for 62% of the respondents, while becoming a member of the organization appealed to more than 40% of the survey participants. Seeing a story with an invitation to give is a successful method for soliciting donations from more than half of the respondents. A website posting, door-to-door solicitations, and telephone calls prove to be the least successful methods for attracting individuals to give. At the same time, 18% of the respondents indicated that they receive information about charitable organizations from a religious organization or houses of worship. This source of information reaches more individuals than other sources except mail solicitations and being asked by a friend or relative.

When individuals contribute, nearly 88% identified giving cash or money, and 85% spoke of contributing food, clothing or other items. 14% of the respondents had long term giving plans,



14% donated professional services (such as accounting services), 11% gave computers or technical equipment, and 12% donated property. Only 3% of the respondents have donated stocks or bonds to charitable organizations.

Table 3 presents the demographic characteristics for the respondents in each of the 22 counties. As the data show, more than 60% of the respondents are women, less than half of all county respondents are college educated with the exception of those respondents residing in Cobb and Fayette County. Clayton, DeKalb, and Fulton County had the greatest percentage of nonwhite respondents. More than two-thirds of all county respondents identify themselves as Christians, the majority are married, and Republicans account for a quarter to one-third of all respondents. This completes the full analysis of the demographic patterns of the survey respondents and the giving patterns, behaviors, and motivations that characterize them. The next section presents policy implications and recommendations.

## **CONCLUSION & RECOMMENDATIONS**

Prior to recommendations being made as a result of this study on individual level charitable giving, it is important to understand the changing context of the nonprofit sector as it is broadly defined. The nonprofit sector is changing as a result of several factors including devolution of responsibility from the federal government to states and localities, changing demographics of clients served by nonprofit organizations, a range of services and products now available from a proliferation of nonprofit organizations across the 501(c) tax exempt categories, an anticipated increase in the role of religious affiliated organizations in providing publicly funded services, renewed calls for increasing the social fabric of communities<sup>9</sup>, and the increased professionalization and bureaucratization of nonprofit staffs and organizations. An important and complex set of challenges confront the nonprofit sector, from increased levels of competition with for-profit entities to concerns about nonprofit accountability coupled with the limited recognition of the role and economic impact that nonprofit organizations and their staffs have in communities. Nonprofit organizations vary by size, scope of activity, capacity, clientele, revenue, and funding support, and it is therefore, important to acknowledge the differences among organizations when discussing findings and recommending action steps that could be undertaken.

Several important findings suggest avenues in which nonprofit organizations can tailor their strategies for developing more effective and efficient relationships with current and prospective donors.

First, 55% of the respondents who give state that they actually budget a fixed amount. This is a positive development and one highlighted frequently at the national level by think tanks and foundations, and by President Clinton in his 1999 comments at the White House Conference on Philanthropy. As deTocqueville noted more than a century ago, such actions and behaviors are an important foundation upon which citizenship is built. Encouraging and developing greater number of volunteers is important because 83% of the respondents said they give to help their communities and 61% cited giving out of a sense of duty.

Second, charitable organizations are trusted more and perceived as more efficient and effective than either government or for-profit organizations. This is a sign that citizens have confidence in the missions and work of nonprofit organizations. However, this confidence in the sector should be tempered with the recognition that more than a third of all respondents identified “other organizations” as responsible for providing goods and services. The good news is that the qualitative responses show that many of these “other organizations” are in fact nonprofit organizations. The challenge is that the Metro-Atlanta nonprofit sector has a visibility crisis that demands attention, resources, and leadership.

When the sector remedies this confusion, misunderstanding, and misidentification, then charitable organizations can benefit due to potential increases in participation and giving by citizens who are not fully aware of the sector’s involvement in providing goods and services not provided by other institutions. The case should be made about the services provided not only to clients, but also to all individuals. For example, making the average citizen aware of what a nonprofit organization does, who the clientele is, where the funding comes from, its impact on the community, the cost, and the indirect benefits serves to heighten understanding about the sectors’ role, while increasing citizen confidence and participation in nonprofit organizations.

Third, many respondents are wary of a survey about attitudes toward charitable giving, perceiving it as a solicitation for a donation. This has broad implications for nonprofit organizations because people do question the motives of some charities. An example of public opinion affecting legislation can be seen in the sixty percent of respondents who believe there should be a state law allowing residents the option of being placed on a list preventing Georgia charities from making telephone calls to their homes soliciting donations. If legislation such as Georgia House Bill #71, first presented in the 1997/98 legislative session, becomes law in the upcoming legislative session this could have a chilling effect on nonprofit organizations soliciting donations by telephone. However, the findings suggest that only 23% of the respondent’s give based on a telephone call. The most effective vehicle for soliciting donations is having a friend or relative ask the person, and providing information on how financial gifts are used. This raises the accountability question, an issue that nonprofit organizations have begun to address through the use of strategic planning and performance measurement systems.

Fourth, nearly two-thirds of the respondents said they would give and volunteer more if religious organizations are to become more involved in delivering services formerly provided by government. This is not surprising given the high degree of religiosity in the region as demonstrated by giving and participation patterns. It is more important than ever given the legislative environment with respect to Charitable Choice, and Presidential support of faith-based organizations, that partnerships between secular and religious organizations be more fully developed toward serving communities in need.

What does this all mean? It means that new methods are needed for raising the profile, awareness, and accountability of nonprofit organizations in their communities. This requires greater levels of cooperation and collaboration among charitable organizations, business, government, and organized religion. The collective ability of these partners can serve to raise the quality of life in communities by serving those in need, working to protect the environment, and expanding cultural options, housing, and education opportunities.

Several possible action steps flow from the general findings presented above and may be appropriate venues for the Georgia nonprofit sector to consider for increasing the visibility and legitimacy of the sector. These include the following:

1. The first recommended action step flows from the second and third finding: create a web based nonprofit registry with links to each organization's web site that goes beyond the current IRS 990-disclosure information. The Georgia Center for Nonprofits in collaboration with the Secretary of State's Office should work together to develop an on-line resource that provides basic information about a nonprofit organization registered in the State of Georgia. This would require a collaborative effort between both of these parties and nonprofit organizations in order that employment and financial data be obtained that could then be posted for public purposes. In working collaboratively these groups can begin to address accountability issues and work toward improving the level of information accessibility and disclosure about nonprofit organizations. While challenges to a common system of accountability exist, as in defining the size and scope of organizations, efforts should be made to create a clear, simple and common system of measurement and reporting which would enable the public to easily and independently measure the effectiveness of a nonprofit with whom they wish to support or become involved.
2. This recommended action step originates from the second finding. Nonprofit organizations may wish to consider a "sector communication plan" that could be used in developing partnerships with the local media that highlight the work and contributions of the nonprofit sector to the local and regional economy. A communication plan designed to both educate the public and increase the nonprofit sector's visibility should potentially seek to do the following: 1) Provide reporters with a list of expert sources on various topic areas in the nonprofit sector. One example would be identifying nonprofit sub-sector experts in areas such as health, arts, education, social services, and the environment. Each of the nonprofit sub-sector areas has multiple types of services that are provided for which additional expertise could be referenced. 2) Nonprofit organizations with an Internet presence could be encouraged to add a "Press Room" link where basic information about the organization's leadership, activities and resources, and community involvement could be accessed. 3) Develop a process for responding quickly and consistently to inadequate and inaccurate coverage of the nonprofit sector through op-ed print and broadcast pieces. 4) The sector should be proactive in submitting commentaries, stories, and articles to a variety of media outlets.
3. The third recommended action step evolves out of the second finding. A potential vehicle for the local nonprofit sector to increase its visibility and educate sector leaders on its role in the local economy is to develop collaboration between the Georgia Nonprofit Leadership Council, currently being developed by the Georgia Center for Nonprofits, and different private and governmental entities.<sup>10</sup> Partnerships with local leadership could be mobilized to work on strategies for improving communication and knowledge dissemination about the nonprofit sector, including economic impact data. One important issue that should be addressed is the stigmatism that nonprofits, which

accept government money, are “bad or inefficient” organizations. There are many misperceptions about the nonprofit sector and the first line of defense should be establishing cooperative partnerships with groups and public information outlets that can correct and expand local knowledge about the work of nonprofit organizations.

4. The fourth recommended action step builds upon the third finding in suggesting that nonprofit organizations think about developing relationships with local institutions of higher education and engaging them in thinking about and conducting research on and with the nonprofit sector. The need to gather and collect reliable data is an objective that government, nonprofits, business and education should take seriously. Understanding the impact of philanthropy in a community serves as an important benchmark and motivator for achieving charitable goals in serving disadvantaged populations. Studies can be conducted on the economic and service impact of the nonprofit sector in local communities and disseminated widely to many of the outlets identified. The research products can be used as vehicles for improving the level of understanding about nonprofit organizations.
5. Holding a bi-annual one-day nonprofit executive strategic visioning retreat could be held concurrently with either the statewide “Nonprofit Day” or the “Nonprofit Summit” both of which are organized by the Georgia Center for Nonprofits. This type of event could provide nonprofit leaders with the opportunity to engage in dialogue about the direction of the sector, and would address the second finding. The retreat would be less about a specific topic or training activities, and more about setting a Georgia nonprofit strategic agenda that could be pursued collectively. Subsector retreats could also be held in which, for example, nonprofit health executives’ work collaboratively with other health executives about the future direction of the nonprofit health sector. While such gatherings may lead to increased visibility, their primary purpose should be strategic planning and management with collaboration being a main goal. An organization such as The Georgia Center for Nonprofits could serve as the lead agency in convening groups and networks for this purpose, and for educating the community and mobilizing resources directed toward capacity building and information dissemination.
6. This recommended action step proceeds from the first finding, in particular that only 55% of the respondents set a budget for their giving and that on average giving is low. An organization such as The Community Foundation for Greater Atlanta may wish to work in collaboration with the United Way of Metropolitan Atlanta, corporations, foundations, nonprofit organizations, and the religious community to develop a “Give 5” campaign, a campaign that encourages individuals to give five percent of their income to charity and volunteer five hours a week. The various groups noted could set a charitable dollar benchmark. These efforts could increase the awareness and importance of the nonprofit sector in local communities and the economy, and thereby emphasize the importance and value of charitable giving and philanthropy. Such a campaign would raise the visibility and legitimacy of the nonprofit sector, as well as their work and capacity.
7. This recommended action step flows from the third finding about the importance of sectoral accountability. The nonprofit sector, broadly speaking, may wish to work

collectively in defining universal standards of accountability. Such an effort could raise the level of nonprofit organizational legitimacy and preempt actions by other institutions directed at some type of regulation. When individuals learn of nonprofits engaged in questionable solicitation techniques, involved in fraudulent activities, or providing poor quality services the entire sector is affected. Therefore, some type of accountability and voluntary self-reporting could be enacted as a first effort in holding nonprofit organizations accountable. While it is true that poor performing organizations will not cease to exist the nonprofit sector must concern itself with issues of legitimacy and effectiveness or its halo effect may become tarnished with citizens becoming cynical about donating their resources. The Georgia Center for Nonprofits would be the logical organization to initiate this process.

8. There are many existing ways that public policy can affect giving behavior and the environments in which nonprofits operate. Some of those policies are in the area of tax policy, for example, the estate tax, the deduction for charitable giving, and the top tax bracket rate, while other policies can affect caseloads, levels of need, and organizational performance. The nonprofit sector should consider whether and how it might advocate for or against changes in public policies that could affect giving and nonprofit effectiveness. As government continues to devolve authority and responsibility to states and municipalities, there must be public leadership at the state and local level that promotes philanthropy. While such efforts have occurred at the national level, more leadership and attention is needed within Georgia on behalf of Georgians. The Georgia nonprofit sector should consider calling on public officials to recognize the important implications that public policy could have on charitable giving and the health of the nonprofit sector.
9. This recommended action step is derived from the fourth finding, which is that giving to religion continues to be the area in which most Georgians donate money. It is possible that with continued devolutionary movement and anticipation of organized religious institutions playing a more significant role in public discourse and policy making, that faith-based organizations can partner with secular nonprofits to serve communities that lack capacity. Rather than competing against each other, a safety net is provided in those communities in which there is significant need. Ultimately, all community institutions are needed to further develop and harness the generous philanthropic spirit of Metro-Atlantans in solving community problems and needs. The question then is what are the most effective mechanisms for building productive and cooperative partnerships between faith-based charities and secular nonprofit organizations. Thus, partnership building between faith-based and secular nonprofit organizations should be a priority for the sector. A first step might be an annual conference that addresses a wide range of issues that confront secular providers, funders, and religious groups.

## APPENDIX

sfirst

Hello, my name is \_\_\_\_\_. I'm calling from the Applied Research Center at Georgia State University. Your household was selected at random for participation in a short survey sponsored by The Community Foundation for Greater Atlanta. I just need a minute of your time to help me choose the person in your household we would like to talk to.

Have I reached a household?

Q: sget18

T: 5

May I please speak with someone who is 18 years or older who makes or helps to make decisions in your household?

IF THEY ASK: "THIS SURVEY IS ABOUT OPINIONS TOWARD CHARITABLE GIVING IN THE METROPOLITAN ATLANTA AREA. WE ARE NOT SEEKING CONTRIBUTIONS, ONLY YOUR OPINIONS."

Q: sagree

T: 5

Your number was selected at random and your answers will be completely confidential. If I ask a question you do not want to answer, just let me know and I'll go on to the next one. Please note, this interview may be monitored by my supervisor to insure that I am conducting it properly. This survey is about opinions toward charitable giving in the metropolitan Atlanta area. We are not seeking contributions, only your opinions.

24 CONTINUE

24 REFUSE

q1

---

In the past year, did you or other members of your household donate money, assets, goods, or property for charitable purposes? By donating, I mean making a voluntary contribution with no intention of making a profit or obtaining goods or services for yourself.

1 YES

2 NO

8 DON'T KNOW

9 NO ANSWER

q2

---

Have you ever donated to charity in the past?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 NO ANSWER

q3

---

What is the main reason why you did not donate money, assets, goods, or property to charity during the past year?

DO NOT READ CHOICES. IF MORE THAN ONE, TAKE THE FIRST ONE THEY SAID.

- 1 COULD NOT AFFORD TO GIVE
- 2 WAS NOT ASKED TO GIVE
- 3 DO NOT TRUST HOW CONTRIBUTION WILL BE USED
- 4 NO FINANCIAL BENEFIT TO ME FOR GIVING
- 5 DID NOT LIKE THE WAY I WAS ASKED
- 6 WAS TREATED BADLY BY A CHARITY IN THE PAST
- 7 NOT ENOUGH INFORMATION ABOUT A CHARITY
- 8 NOT MY RESPONSIBILITY TO SUPPORT CHARITIES
- 9 LOST OR CHANGED JOBS
- 10 WOULD RATHER SPEND MONEY IN OTHER WAYS
- 11 OTHER (SPECIFY)
- 98 DON'T KNOW
- 99 NO ANSWER

q4

---

I am going to read several types of causes to which people can contribute financially. For each type, please tell me if you made a financial contribution to that cause in 1999.

A religious organization or house of worship  
Education  
Health  
Social and human services  
Arts, culture, and the humanities  
Environment and wildlife  
Youth programs

- 1 YES
- 2 NO
  
- 8 DON'T KNOW
- 9 NO ANSWER

q4a

---

Are there any other causes to which you contributed that I did not read?

- 1 YES (SPECIFY)
- 2 NO
  
- 8 DON'T KNOW
- 9 NO ANSWER

q5

---

Do you mostly contribute to organizations inside the Atlanta metropolitan area, outside the metropolitan area, or about equally in both areas?

PRESS F1 FOR COUNTIES IN METROPOLITAN AREA

- 1 MOSTLY INSIDE THE METRO AREA
- 2 MOSTLY OUTSIDE THE METRO AREA
- 3 EQUALLY IN BOTH
  
- 8 DON'T KNOW
- 9 NO ANSWER

q6

---

In the last year, what kinds of donations did you make? Did you give...

Cash or money?  
Stocks or bonds?  
Computers or technical equipment?  
Property?  
Free professional services (such as tax help or legal aid)?



Food, clothing, or other items?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 NO ANSWER

q7

---

I am going to read several categories and I would like to know how much money, including the cash value of any property, did you and members of your household donate to charity last year. Please stop me when I get to the right category.

READ CATEGORIES

- 1 Between 1 and 100 dollars
- 2 Between 101 and 500 dollars
- 3 Between 501 and 1,000 dollars
- 4 Between 1,001 and 2,500 dollars
- 5 Between 2,501 and 5,000 dollars
- 6 Between 5,001 and 10,000 dollars
- 7 Between 10,001 and 25,000 dollars
- 8 Between 25,001 and 50,000 dollars
- 9 50,000 dollars or more (SPECIFY)
- 98 DON'T KNOW
- 99 NO ANSWER

q7a

---

Do you happen to know the exact amount?

TYPE "DON'T KNOW" OR "REFUSED" IF NECESSARY

ENTER AMOUNT:

q8

---

Overall, was the amount of money or property you and the members of your household donated to charity in the past year about the same as you usually give, a larger amount, or a smaller amount?

- 1 ABOUT THE SAME
- 2 A LARGER AMOUNT
- 3 A SMALLER AMOUNT

- 8 DON'T KNOW
- 9 NO ANSWER

q8a

---

Is there a specific reason why you gave than usual in the past year?

RECORD RESPONSE:

q9

---

Do you think your household will give about the same, a larger, or a smaller amount of money or property to charity next year as you gave in the past year?

- 1 ABOUT THE SAME
- 2 A LARGER AMOUNT
- 3 A SMALLER AMOUNT

- 8 DON'T KNOW
- 9 NO ANSWER

q10

---

Do you budget a fixed amount of money each year for charitable purposes?

- 1 YES
- 2 NO

8 DON'T KNOW  
9 NO ANSWER

q11

---

Who in your household would you consider to be primarily in charge of making decisions about donating?

1 MYSELF/RESPONDENT  
2 SPOUSE/PARTNER  
3 PARENT  
4 MYSELF AND SPOUSE/PARTNER TOGETHER  
5 OTHER (SPECIFY)  
  
8 DON'T KNOW  
9 NO ANSWER

q12

---

Now I'm going to read you a list of reasons people sometimes give for donating money or property. Using a scale from 1 to 7, where one means not important and seven means very important, please tell me how important each reason was in your decision to donate money or property in the last year.

I was asked to give by someone I know well.  
I want to help my community.  
Charities are more effective than government or business.  
I volunteered at the organization.  
The organization supports my religious or moral beliefs.  
It is my duty to give.  
The organization has helped me or someone I know.  
There are tax benefits or other financial incentives for donating.

NOT IMPORTANT		VERY IMPORTANT
----- ----- ----- ----- ----- -----		
24		7
8 DON'T KNOW		
9 NO ANSWER		

q12a

---

Are there any other reasons that were important to you that I did not mention?

- 1 YES (SPECIFY)
- 2 NO
- 8 DON'T KNOW
- 9 NO ANSWER

q13

---

Have you made plans to give to a charitable organization after you die either through a bequest, trust, or beneficiary?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 NO ANSWER

q14

---

From what sources do you receive most of your information regarding charitable organizations?

DO NOT READ CHOICES. SELECT ALL THAT APPLY.

REQUESTS/INFORMATION SENT IN THE MAIL  
FRIEND OR RELATIVE  
NEWSPAPERS AND MAGAZINES  
TELEVISION OR RADIO  
RELIGIOUS ORGANIZATION OR HOUSE OF WORSHIP  
PHONE CALL REQUESTING A DONATION  
THE INTERNET/WEB  
DOOR-TO-DOOR SOLICITATION  
FINANCIAL PLANNER/LEGAL ADVISOR  
OTHER (SPECIFY)  
NONE  
NO MORE

q15

---

I am going to read you a list of methods that charitable organizations sometimes use when requesting donations. Using a scale from 1-7, where one means not at all likely and seven means very likely, please tell me how likely you would be to respond to requests for a donation in each of the following ways. First,

A telephone call.

Printed materials received by mail.

Someone knocking on your door at home and asking you to donate.

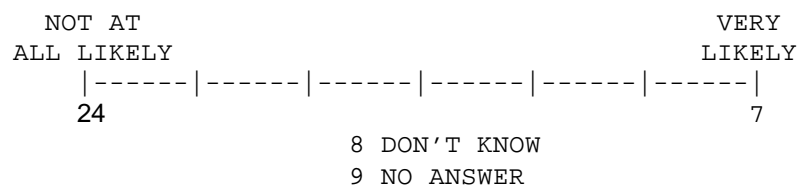
A friend or relative asking you to give.

A request to donate on an organization's web site.

A telethon.

Seeing a story on television or in the newspaper with an appeal to give.

An appeal by a community leader or celebrity.



q16

---

Sometimes when you make a donation, you get something in return. Using a scale from 1-7, where one means not at all influential and seven means very influential, please rate how much each of the following would influence you to give money to an organization or cause. First,

Receiving free gifts or goods from the organization.

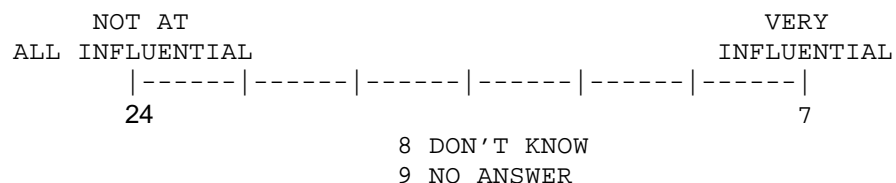
Receiving discounts on the programs, goods, or services of businesses in the community.

Receiving information describing how your gift will be used.

Being able to advance more in your career or profession.

Receiving discounts on programs, goods, or services offered by the charitable organization.

Becoming a member of the organization.



q17

---

How often, if at all, do you attend religious services?

- 24 once a week or more
- 24 2 - 3 times a month
- 24 several times per year
- 24 less often than that
  
- 24 No Answer

q18

---

Of all the money you donated last year, how much did you give to a religious institution or house of worship that you attend? Would you say it was...

- 1 all?
- 2 most?
- 3 about half?
- 4 less than half?
- 5 none?
  
- 8 DON'T KNOW
- 9 NO ANSWER

q19

---

Do you contribute to religious institutions or houses of worship that you don't attend regularly?

- 1 YES
- 2 NO
  
- 8 DON'T KNOW
- 9 NO ANSWER

I am now going to read a list of clubs and organizations that some people belong to. Please tell me whether or not you currently participate in each one. By participate, I mean attend meetings or volunteer time to help the club or organization.

A labor union?

A lodge or veteran's organization?

A business, civic, or professional group?

An ethnic club or lodge?

A political organization or issue and action oriented group?

A charity or welfare organization?

A community or neighborhood organization?

Social clubs, such as card playing or dancing?

A senior citizens' group?

A recovery group, such as Alcoholic's Anonymous?

1 YES

2 NO

8 DON'T KNOW

9 NO ANSWER

---

dfaith1

---

Are you Protestant, Catholic, Jewish, some other religion, or do you not have a preference?

1 PROTESTANT (BAPTIST, METHODIST, PRESBYTERIAN)

2 CATHOLIC

3 JEWISH

4 MUSLIM

5 SOMETHING ELSE (SPECIFY)

6 NO PREFERENCE

8 DON'T KNOW

9 NO ANSWER

---

dfaith2

---

What specific denomination is that?

1 BAPTIST

- 2 METHODIST
- 3 PRESBYTERIAN
- 4 LUTHERAN
- 5 EPISCOPAL
- 6 AME
- 7 OTHER (SPECIFY)
  
- 8 DON'T KNOW
- 9 NO ANSWER

dvoll

---

Did you volunteer your time and skills to a charitable organization including a religious organization or house of worship in 1999?

- 1 YES
- 2 NO
  
- 8 DON'T KNOW
- 9 NO ANSWER

dvoll1a

---

How many hours a week did you volunteer for a religious organization or house of worship in 1999?

ENTER NUMBER:

IF LESS THAN 1, ENTER 1

- 98 DON'T KNOW
- 99 NO ANSWER

dvoll2a

---

How many hours a week did you volunteer for any other charitable organization in 1999?

ENTER NUMBER:

IF LESS THAN 1, ENTER 1

- 98 DON'T KNOW
- 99 NO ANSWER





q23c

dnumline

dchildhh

37

deduc

---

What is the highest level of education that you have completed?

- 24 Less than a high school graduate
- 24 High school graduate
- 24 Some college, Associate's degree
- 24 College graduate, Bachelor's degree
- 24 Some Graduate School
- 24 Professional or Graduate degree
  
- 24 REFUSED

dmarital

---

Are you currently married, widowed, divorced, separated, or never married?

- 1 MARRIED
- 2 WIDOWED
- 3 DIVORCED
- 4 SEPARATED
- 5 NEVER MARRIED
- 6 IN A RELATIONSHIP WITH A PARTNER
  
- 8 DON'T KNOW
- 9 NO ANSWER

drace

---

With which racial or ethnic group do you most strongly identify?

- 1 WHITE
- 2 BLACK OR AFRICAN AMERICAN
- 3 ASIAN/ORIENTAL
- 4 HISPANIC/LATINO
- 5 NATIVE INDIAN/ESKIMO/ALEUT
- 6 MULTIRACIAL
  
- 8 DON'T KNOW
- 9 NO ANSWER

dgender

---

ASK ONLY IF NOT ABSOLUTELY SURE

- 1 MALE
- 2 FEMALE
- 9 REFUSED

dincome

---

I am going to read you a list of income categories for your household income from all sources before taxes in 1999. Please stop me when I get to the category that best describes your household income...

- 1 \$5,000 or under
- 2 \$5,001-\$15,000
- 3 \$15,001-\$30,000
- 4 \$30,001-\$45,000
- 5 \$45,001-\$60,000
- 6 \$60,001-\$75,000
- 7 \$75,001-\$90,000
- 8 \$90,001-\$100,000
- 9 \$100,000-\$300,000
- 10 more than \$300,000
- 98 DON'T KNOW
- 99 NO ANSWER

dvote

---

Are you a registered voter?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 NO ANSWER

dparty

---

Do you usually think of yourself as a Democrat, Republican, or an Independent?

- 1 DEMOCRAT
- 2 REPUBLICAN
- 3 INDEPENDENT
- 4 DON'T THINK OF MYSELF IN THOSE TERMS
  
- 8 DON'T KNOW
- 9 NO ANSWER

delec1

---

Thinking about local elections, how often do you vote? Would you say...

LOCAL ELECTIONS INCLUDE TOWN, CITY, AND COUNTY.

- 1 always?
- 2 sometimes?
- 3 rarely?
- 4 never?
  
- 8 DON'T KNOW
- 9 NO ANSWER

delec2

---

What about state elections. Do you vote...

- 1 always?
- 2 sometimes?
- 3 rarely?
- 4 never?
  
- 8 DON'T KNOW
- 9 NO ANSWER

delec3

---

And in national elections, do you vote...

- 1 always?
- 2 sometimes?
- 3 rarely?
- 4 never?

- 8 DON'T KNOW
- 9 NO ANSWER

qserv

---

If religious organizations were to become more involved in providing services that government formerly provided, would you give more money and volunteer?

- 1 YES
- 2 NO

- 8 DON'T KNOW
- 9 NO ANSWER

dwork1

---

Are you currently employed?

- 1 YES
- 2 NO

- 8 DON'T KNOW
- 9 NO ANSWER

dwork2

---

Are you unemployed, looking for work, retired, keeping house, a student, or something else?

- 1 Unemployed, looking for work
- 2 Retired

- 3 Keeping house
- 4 Student
- 5 NOT SEEKING WORK
- 6 OTHER (SPECIFY)
- 8 DON'T KNOW
- 9 NO ANSWER

dwork3

---

Are you employed full time or part time?

- 1 FULL TIME
- 2 PART TIME
- 8 DON'T KNOW
- 9 NO ANSWER

dwork4

---

Are you self-employed?

- 1 YES
- 2 NO
- 8 DON'T KNOW
- 9 NO ANSWER

dyear

---

In what year were you born?

24      00 TO 82 ALLOWED

- 98 DON'T KNOW
- 99 NO ANSWER

Finally, what is your zip code?

ENTER ZIP CODE:

88888 DON'T KNOW

99999 NO ANSWER



# Charitable Giving

## Final Report

Dispositions	Refusals by NR	Refusals by R	Noninterviews	Noncontacts	Nonsample
TOTAL	2438	362	742	1347	4104

### SAMPLE REPORT Charitable Giving April – July 2000

	%	N	Average # Calls
Total Sample Size		11532	7.6
Valid Sample		7428	9.9
Response Rate***	34.18	<b>2539</b>	4.3
Refusal Rate	37.70	2800	9.1
Other Noninterview Rate	9.99	742	4.7
Noncontact Rate	18.13	1347	3.0
% Nonsample	35.59	4104	3.5

Average length (min)		12.8
Refusal Conversions*	15.08	383
Cooperation Rate**	41.75	
Total Dialings		87643
Beginning Date		24-Apr
Ending Date		4-Jul
Length of Field Period		92
Interviews per day		28

\*as a percent of interviews

\*\*the cooperation rate =  
interviews /  
interviews+refusals+other  
noninterviews

\*\*\*the response rate =  
interviews /  
interviews+refusals+other  
noninterviews+noncontacts

## ENDNOTES

<sup>1</sup> 1998 *Giving USA*

<sup>2</sup> Metropolitan Statistical Area (MSA). The listing of counties is contained in the report. In addition, Butts and Hall counties were also included in the survey sample.

<sup>3</sup> This however is based on 961, 612 returns for the state of Georgia (1997). IRS, Statistics of Income Bulletin, Spring 1999, Table 2: Individual Income and Tax Data, by State and Size of Adjusted Gross Income, Tax Year 1997 – State of Georgia.

<sup>4</sup> These data are derived from the Independent Sectors Giving and Volunteering Survey conducted in 1999. [http://www.indepsec.org/gandV/s\\_meth.htm](http://www.indepsec.org/gandV/s_meth.htm)

National data vary significantly depending on the source of information. The differing sources of national data will be discussed in the Methods section of the report.

<sup>5</sup> This means that our sample of 2545 represents 35% of the individuals we called.

<sup>6</sup> It should be noted that studies have suggested that some individuals tend to overestimate their income and contributions. Such actions on the part of a few individuals could represent a response bias.

<sup>7</sup> “Faith-based charity” is a term used to describe the work and activities of organizations that have a religious affiliation. A faith-based charity may accept public monies under a number of government welfare programs. However, not all faith-based charities accept government financial support and therefore fund their activities through private donations and grants. Policy makers and others primarily cite faith-based charities because of their work in the area of social services.

<sup>8</sup> 1998 *Giving USA*

<sup>9</sup> When we discuss the “social fabric of communities” we are referring to the theme of social capital. Social capital has many definitions, but one of the most frequently used suggests that it is the “networks and norms of civil society,” that people can draw upon to solve common problems. There is a body of work available on the topic of social capital and civil society. The following are a selected set of citations. They include: Putnam, Robert D. (1993). “The Prosperous Community: Social Capital and Public Life.” *The American Prospect*, no. 13; Putnam, Robert D. (1995). “Bowling Alone: America’s Declining Social Capital.” *Journal of Democracy* 6:1, 65-78; and Putnam, Robert D. (1996). “The Strange Disappearance of Civic America.” *The American Prospect*, no. 24.

<sup>10</sup> The Georgia Center for Nonprofits is currently developing the Georgia Nonprofit Leadership Council.